

IN THE SPECIFICATION:

AMENDMENT TO THE SPECIFICATION

Please amend the paragraph starting on page 3, line 21 as follows:

The subset association rules dataset 38 addresses one or more business issues by associating cross-selling rules with metrics that solve the business issues. For example, a business issue may address where should a business allocate its limited personnel efforts so as to optimize its overall return on investment. As shown at 40, ~~The~~ present invention provides in subset association rules dataset 38 what amount of effort should be allocated to each cross-selling opportunity so as to optimize the overall return on investment.